

Web Video

Self-Assessment

On a scale from 1 to 5 (1 being the lowest and 5 being the highest), rate the following:

1. How prepared you are with your E-Strategy, which may or may not include a video or set of video's: _____
2. How clearly defined your E-strategy and video objective(s) are: _____
3. How to use video to achieve your objectives: _____
4. How well you've applied baseline metrics to existing efforts: _____
5. How well you understand your audience's demographics, attitudes, preferences and/or behaviors: _____
6. How well you understand your audience's communication practices and the channels they use: _____
7. How well you have identified your messaging: _____
8. How well you've identified your communication distribution channel(s) to match your audience's communication practices: _____
9. How likely you are to use existing MOW video's to achieve your objectives: _____
10. How likely you are to create your own video to achieve your objectives: _____
11. The level of access you have to the following resources to help you with the video(s) you need to achieve your objectives:
 - a. MOW media: _____
 - b. Paid staff: _____
 - c. Volunteer staff: _____
 - d. Funding: _____
 - e. In-kind donations: _____
12. How well you have applied metrics and tracked your success to date: _____
13. How well you have celebrated success to date: _____